

2021–2022

AQUATIC FACILITIES ACTION PLAN

**Community
Engagement Report**





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1. INTRODUCTION

In September 2019, Ipswich City Council (council) commenced the development of the Aquatic Facilities Action Plan (AFAP).

The original plan to go out for community consultation in April 2020 was deferred due to the COVID-19 pandemic. Consultation was postponed to early 2021 to be within the swimming season but outside of school holidays.

A city-wide engagement program was delivered in March/April 2021 to inform the development of the Action Plan. The AFAP is based on meaningful and representative engagement from staff and community members, to support best practice principles.

There were two community engagement phases throughout the project, with each building on and refining the former. Direct engagement with council officers occurred between November and December 2019. Online engagement from the broader community occurred in March and April 2021. A second online engagement with survey respondents occurred in November/December 2021 to gauge support for a new indoor pool at the Bundamba Swim Centre.

Approximately 10,000 people were informed of the project, providing them with direct opportunities to participate. Some key considerations that may have impacted the level of engagement include:

- Impacts of the COVID-19 pandemic, which is likely to have reduced interest and participation from vulnerable cohorts who were disproportionately affected by the lockdowns and economic downturn. A paid and targeted promotion was used to mitigate this.

Council analysed community perspectives, concerns and values to determine what matters, and what is wanted for the future of aquatic facilities in Ipswich. This Community Engagement Report outlines the approach and detailed results of the community engagement program that supported the development of the AFAP.

2. METHODOLOGY

Quantitative and qualitative data was collected from participants during each engagement phase, as outlined in the council's Information Privacy Policy. Quantitative data was downloaded from various digital platforms and/or transcribed into a master excel database by project staff. The data was cleaned, de-identified, aggregated and charted in the master database.

During public engagement phases, the demographic representativeness of participants was tracked against Ipswich's community profile (using the 2016 census data where applicable) for five demographics – age, gender, cultural background, division and connection to Ipswich. Targeted communications and promotional strategies such as paid social media advertising was used to increase participation.

Qualitative data was gathered online (e.g. survey) and recorded. Verbatim statements were recorded as much as practically possible to improve accuracy. Data was cleaned, de-identified and aggregated in a master excel database. The frequency of emerging themes was tabulated and ranked, and these issues were prioritised for consideration when amending and finalising the plan.



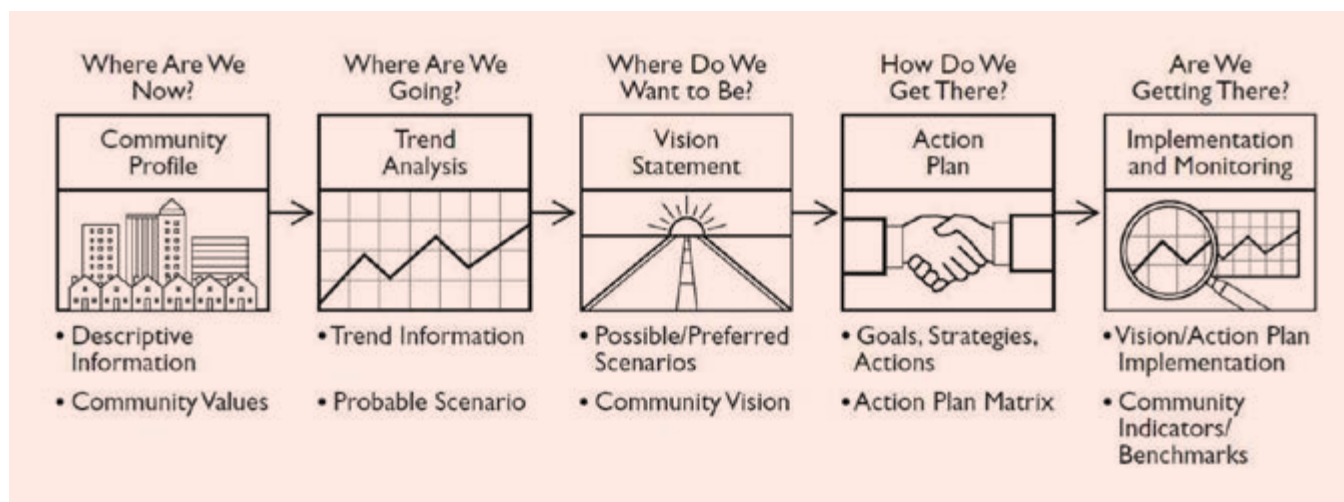
3. ENGAGEMENT APPROACH

The engagement program was underpinned by best practice community engagement principles. A summary of the approach for each phase is outlined below:

OVERVIEW OF AFAP COMMUNITY ENGAGEMENT PROGRAM 2019–2021			
PROJECT PHASE	FORM OF ENGAGEMENT	ACTIVITIES	TIMING
Project planning and research	Inform	Project and engagement planning; Baseline data/descriptive information	September–October 2019
Phase 1 – Community engagement	Inform Consult	Community-wide and staff engagement with an online survey, mark the map and comment tool	March–April 2021
Phase 2 – Community Engagement	Inform Consult	Community-wide and staff engagement with survey about a new indoor pool at the Bundamba Swim Centre	November–December 2021
Reporting	Empower	Council decides on the plan	October 2022

The engagement program was underpinned by the New Oregon Model for Community Visioning. This model is widely used in Australia (and internationally) to guide community visioning processes in communities undergoing rapid population growth; which Ipswich is experiencing and is projected to experience over the next 20 years.

New Oregon model for community visioning



4. ENGAGEMENT ACTIVITIES

PHASE 1 – Data gathering with the community and staff representatives

Phase 1 ran from March to April 2021, and invited the broader community and staff representatives to participate.

Community consultation was conducted online via council's Shape Your Ipswich platform.

An outline of the project and its purpose was provided to participants before participating to increase informed responses.

The online Shape Your Ipswich engagement included:

- A survey with detailed questions about current and future aquatic activities, travel habits to aquatic facilities and preferences for our swim centres and water playgrounds
- Social media
- Media release on Ipswich First and The Wire.

COVID-19 restrictions during the community consultation period meant most engagements were delivered digitally. At the end of the community consultation a first draft of the AFAP was developed. A briefing was provided to elected representatives and the Executive Leadership Team. The feedback was used to refine the action plan, in line with community sentiment, and finalise the AFAP.

PHASE 2 – Consultation on the opportunity to build a new pool at the Bundamba Swim Centre

Survey participants were engaged in November and December 2021. With an aim to gauge community support for the construction of a new 25m heated indoor pool with accessibility access at the Bundamba Swim Centre.

Engagement methods for this phase included digital engagement on Shape Your Ipswich – a survey and open comment tools. The data from this engagement phase was used to finalise the AFAP.



5. COMMUNICATIONS

Council-based, commercial communications and promotional tools were used at each phase to increase awareness and participation in the AFAP.

ENGAGEMENT PHASE	COMMUNICATIONS AND PROMOTION CHANNELS
1. Community-wide engagement on aquatic facilities	Council-owned/operated: ▪ Ipswich First ▪ Council's Facebook page ▪ Shape Your Ipswich ▪ Promotional emails to target community groups, associations and networks ▪ Intranet article Commercial: ▪ Targeted social media and Google advisements
2. Consultation on a new pool for the Bundamba Swim Centre	Council-owned/operated: ▪ Shape Your Ipswich ▪ Emails to target previous survey respondents

6. PARTICIPANTS

Shape Your Ipswich received 627 contributions from community members between March and April 2021. The project had a reach of almost 100,000 users on social media, providing them with an opportunity to participate.

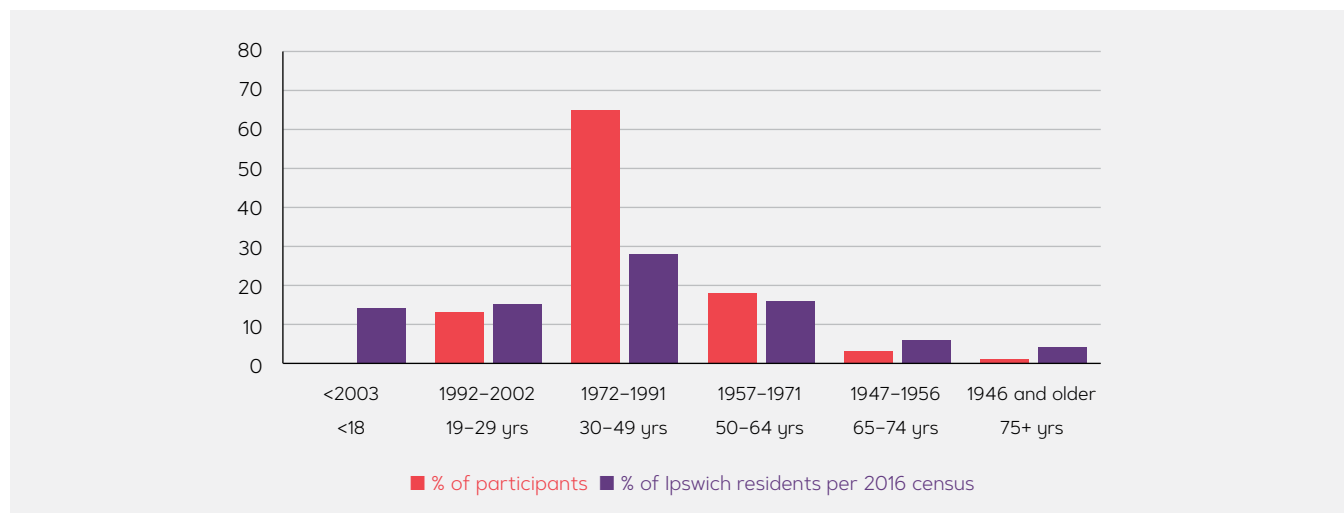
Respondents could provide their responses to a survey with detailed questions about current and future aquatic activities, travel habits to aquatic facilities, and preferences for our swim centres and water playgrounds.

The below table shows a breakdown of participation during the engagement phase:

1. COMMUNITY-WIDE ENGAGEMENT ON AQUATIC FACILITIES	
Shape your Ipswich	
Survey	145
Social Media	
Reach	97,796
2. CONSULTATION ON A NEW POOL FOR THE BUNDAMBA SWIM CENTRE	
Shape your Ipswich	
Survey	42

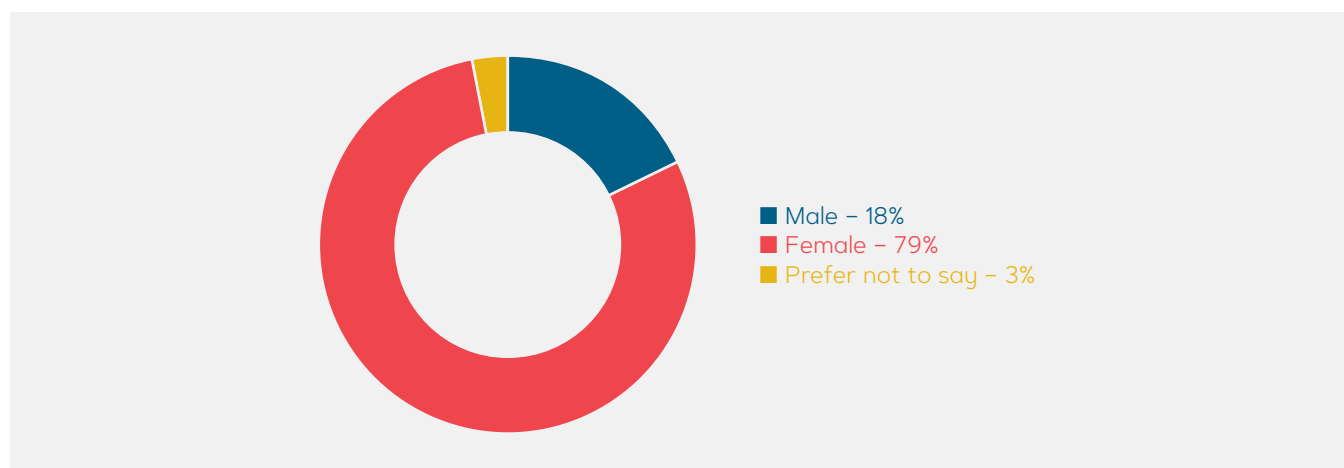
The participant's age, gender, cultural background, division and relationship to Ipswich is shown in the graphs below (Figures 1–5). Comparisons to Ipswich's total population proportions are made where applicable. In some surveys, participants did not disclose their demographic data. As such the data does not account for the total number of participants.

Figure 1: Age representation – total participants



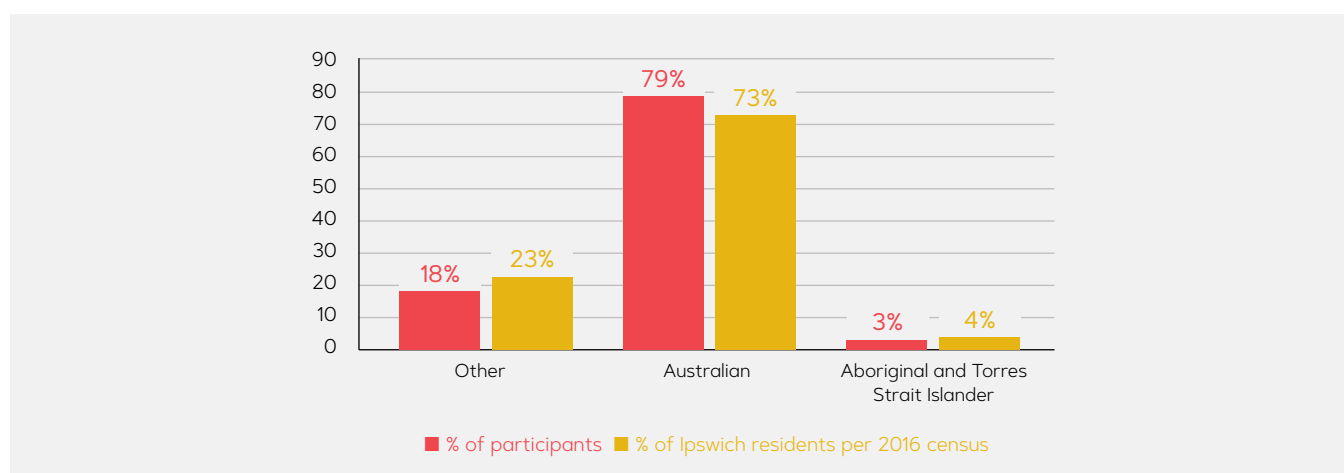
There were no participants aged 18 years and under. 13% were aged between 19–29 years, 65% were aged between 30–49 years, 18% were aged between 50–64 years, 3% were aged between 65–74 years and 1% were 75 years and older.

Figure 2: Participants representation by gender – total participants



79% of the total participants were female and 18% were male. 3% did not disclose their gender.

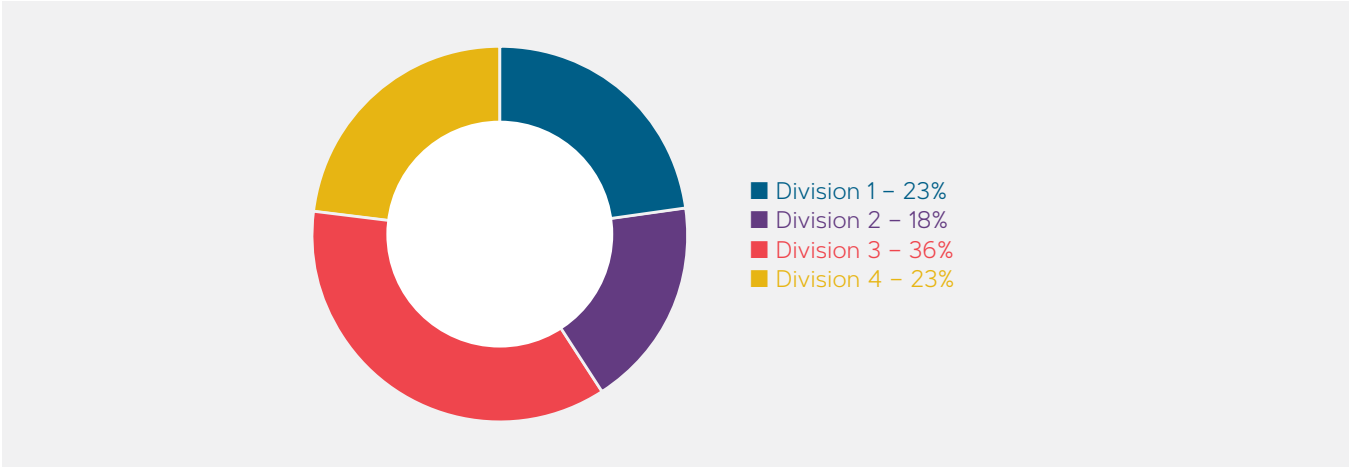
Figure 3: Cultural background



79% of participants identified as having an 'Australian' cultural background, 3% as 'Aboriginal and Torres Strait Islander' and 18% identified as 'Other'. Cultural backgrounds represented in the 'other' category included:

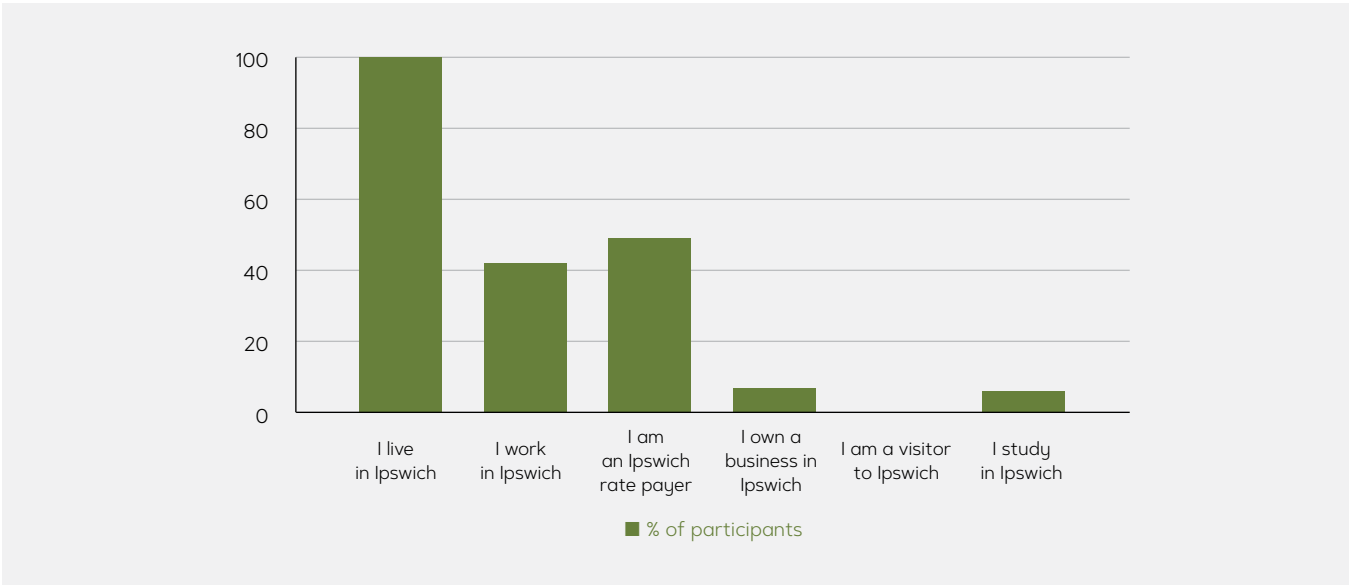
- | | | | |
|-------------|------------|-------------|-----------------|
| ▪ Belgian | ▪ Dutch | ▪ Indian | ▪ New Zealander |
| ▪ Brazilian | ▪ English | ▪ Italian | ▪ Samoan |
| ▪ Chinese | ▪ Filipino | ▪ Malaysian | ▪ Spanish |

Figure 4: Divisional representation – total participants



23% of total participants reside in Division 1, 18% in Division, 35% in Division 3 and 23% in Division 4.

Figure 5: Connection to Ipswich



All of the survey participants live in Ipswich, 49% are Ipswich ratepayers, 42% work in Ipswich, 6% study in Ipswich, 7% own a business in Ipswich. There were no visitors to Ipswich engaged in the survey.

7. ENGAGEMENT FINDINGS

7.1 Evaluation Summary

Following a review of the community engagement data, the following themes are of significance to users who use aquatic facilities in Ipswich:

- The main purpose to visit a swim centre or water playground is for play and recreation, for fitness and to attend classes
- The majority comes as a family group by car
- Most visitors are satisfied with the facilities
- The most used facility is the outdoor pool
- The highest priority is for a new or upgraded indoor swimming pool
- The improvements most requested were: more shade, a new outdoor pool and a new heated indoor pool
- Overall, there is overwhelming support for a new 25m pool (indoor, heated, all abilities access) at the Bundamba Swim Centre.

The top three rated features in the specific pool survey were for:

- Bundamba Swim Centre: opening times, outdoor 50m pool, car park
- Goodna: opening times, entrance fee, outdoor 25m pool
- Leichhardt Swim Centre: opening times, carpark, outdoor 25m pool
- Rosewood Aquatic Centre: entrance fee, opening times, car park
- Orion Lagoon: lagoon, recreational pathways, public toilets
- Bob Gamble water play ground: recreational pathways, splash and spray play and gazebos and shelters.

7.2 Emerging Themes

The emerging themes were:

- New indoor and outdoor aquatic facilities
- Better protection from sun exposure
- Aquatic facilities for play and fun activities
- Aquatic facilities for mature or disabled visitors.

7.3 Phase 1 Engagement Data

Survey Evaluation

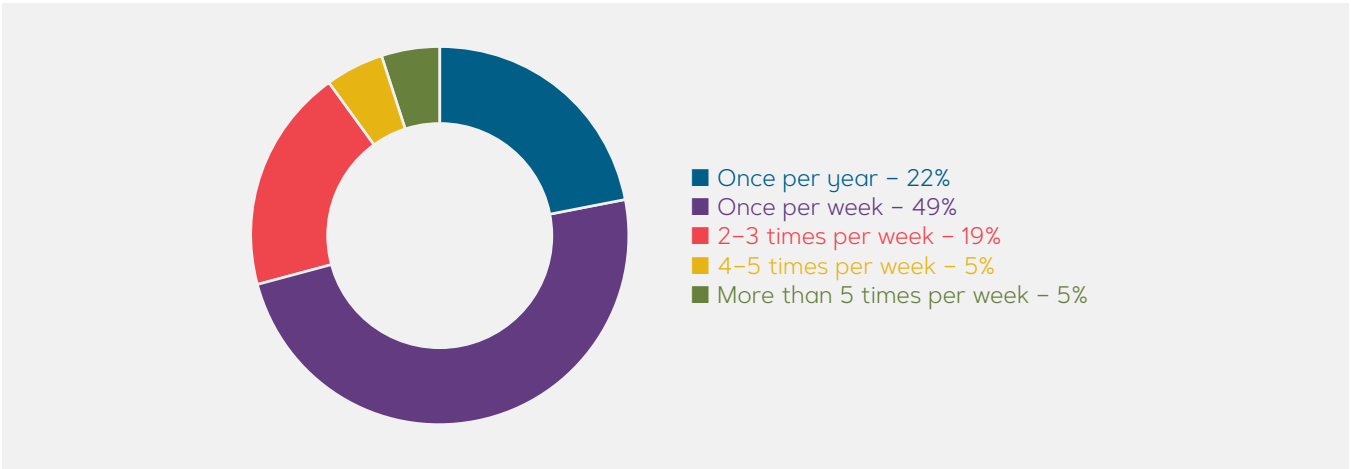
During Phase 1 community and council staff were invited to complete a survey. The survey included 12 general questions about council's swim centres and water playgrounds. Following these questions, respondents were asked about which facilities they visit and their satisfaction level of features in that specific facility.

The questions were to gather information about aquatic facilities visitation routines, preferences for facility features, satisfaction levels and priorities for aquatic infrastructure.

Of the 145 completed surveys, 91 respondents completed the questions relating to Bundamba Swim Centre, 31 to Goodna Aquatic Centre, 31 to Leichhardt Swim Centre and 13 to Rosewood Aquatic Centre. 49 respondents answered questions relating to Bob Gamble water playground, 86 to Orion Lagoon and 61 to Ripley Splash Park.

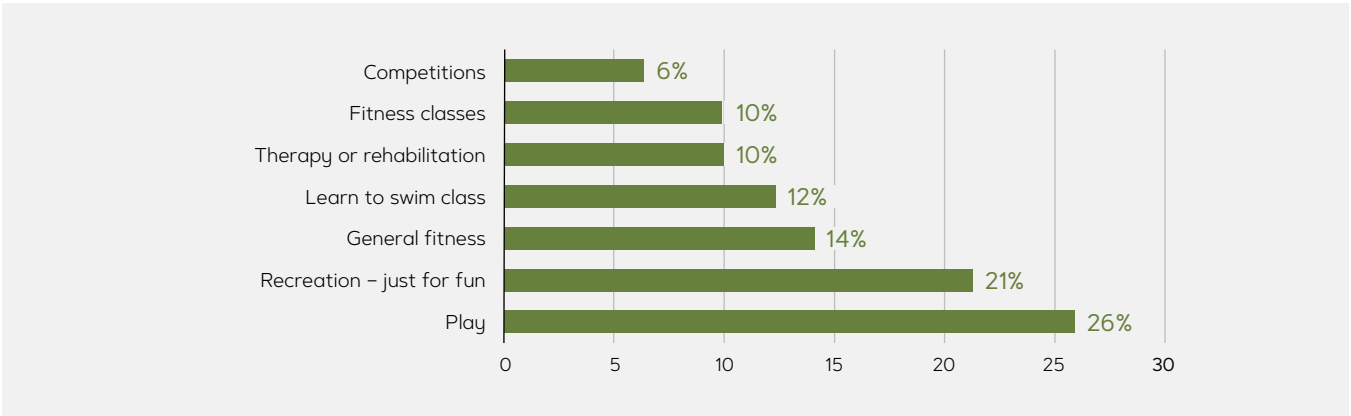
GENERAL QUESTIONS

Figure 6: How often have you visited a swim centre or water playground within Ipswich in the last 12 months?



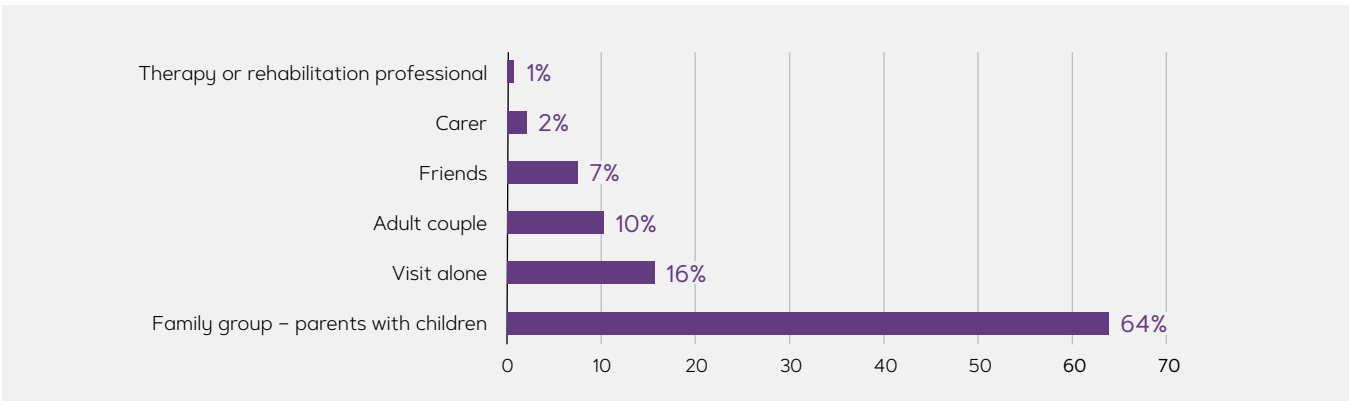
22% of the respondents are visiting a swim centre or water playground once per year, 49% once per week, 19% 2-3 times per week, 7% 3-5 times per week and 7% more than 5 times per week.

Figure 7: What is the main purpose for your visit to a swim centre or water playground within Ipswich?



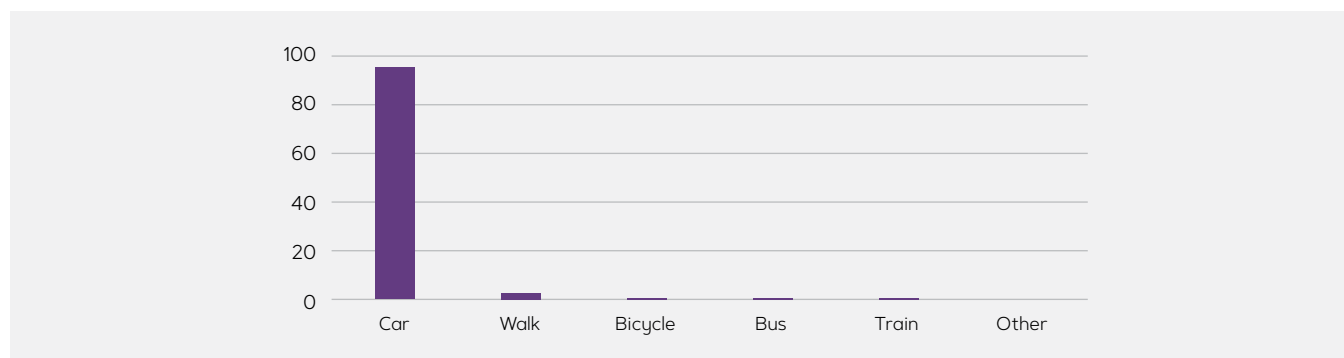
26% of respondents walk or run less than once per week, 29% walk or run 1 to 2 times per week, 40% 3 to 4 times per week and 25% walk or run 5 or more times per week.

Figure 8: Who do you visit the swim centre/s or water playground with?



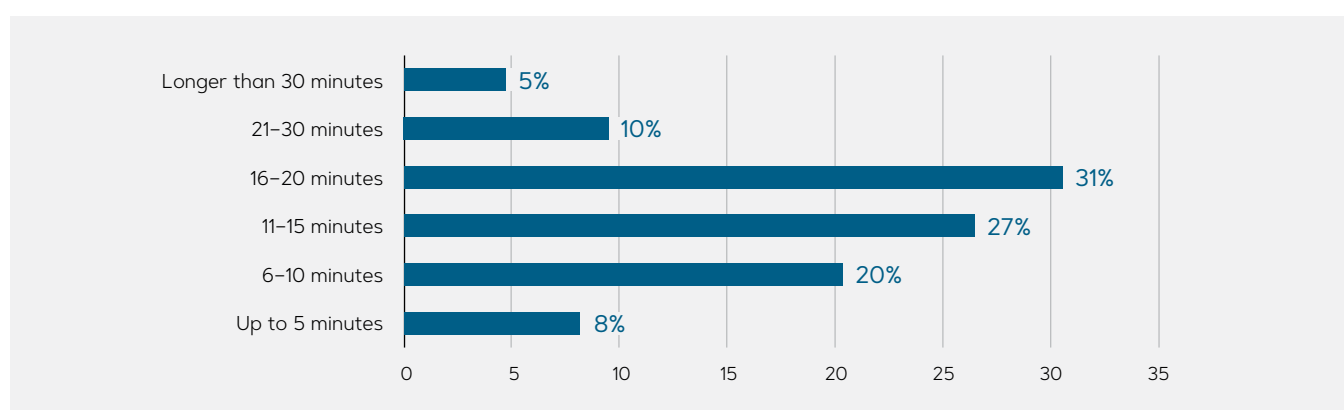
32% of respondents visit as a family group – parents with children, 16% visit alone, 10% visit as an adult couple, 7% with a friend/s, 16% with a carer and 1% with therapy or rehabilitation professional.

Figure 9: How do you generally travel to the swim centre or water playground?



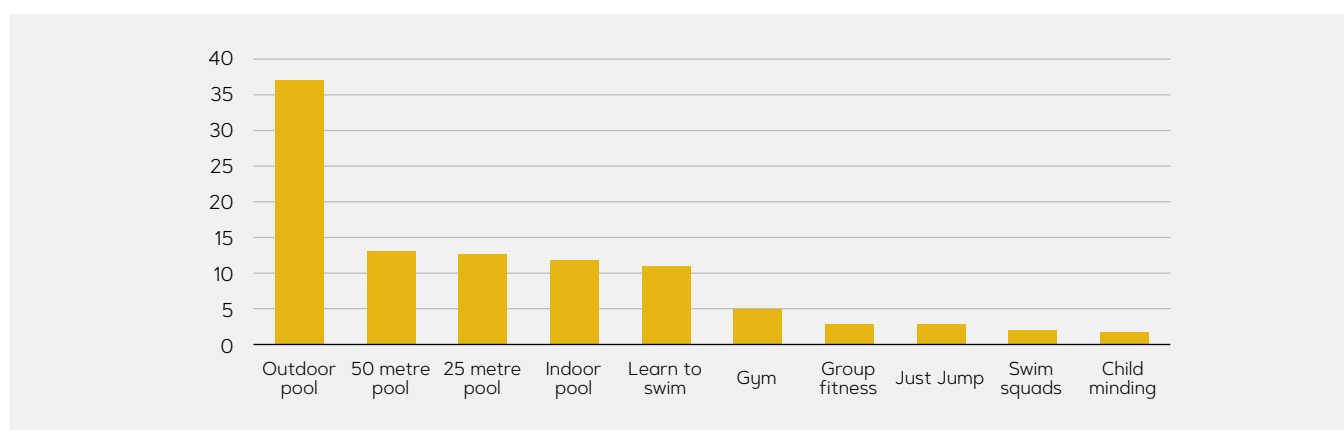
95% of respondents would usually come by car, 3% would usually walk, 1% each would usually come by bike, bus or train.

Figure 10: How long does it take for you to travel from home to the swim centre or water playground?



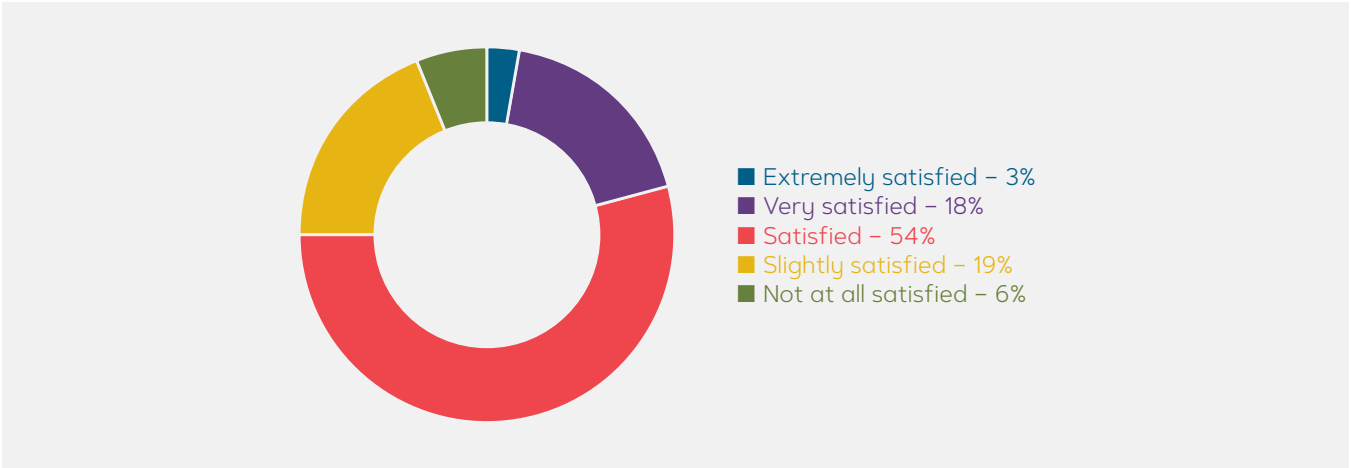
8% of respondents travel up to 5 minutes from home to the swim centre or water playground, 20% travel 6–10, 27% 11–15 minutes, 31% 16–20 minutes, 10% 21–30 minutes and 5% longer than 30 minutes.

Figure 11: Which facilities do you use?



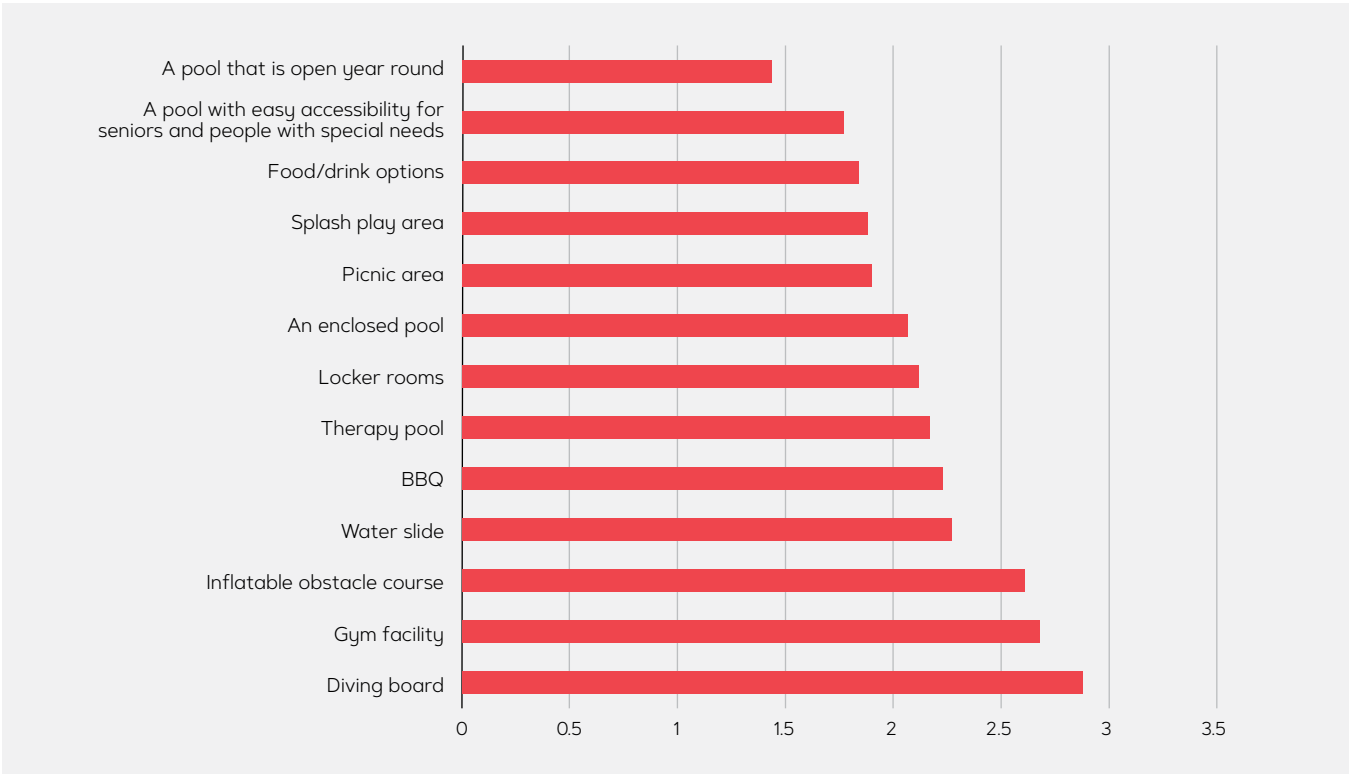
The most used facilities were the outdoor pool (37% of the respondents), the 50-meter pool (13%), the 25-meter pool (13%), the indoor pool (12%) and learn to swim facilities (11%). Only 5% of respondents use the gym, 3% attend group fitness or just jump, 2% attend swim squads or use child minding facilities.

Figure 12: Overall, how satisfied are you with the facilities?



4% of the respondents are extremely satisfied with council's aquatic facilities, 18% are very satisfied, 54% are satisfied, 19% are slightly satisfied and 6% are not at all satisfied.

Figure 13: How important are these possible pool features to you?

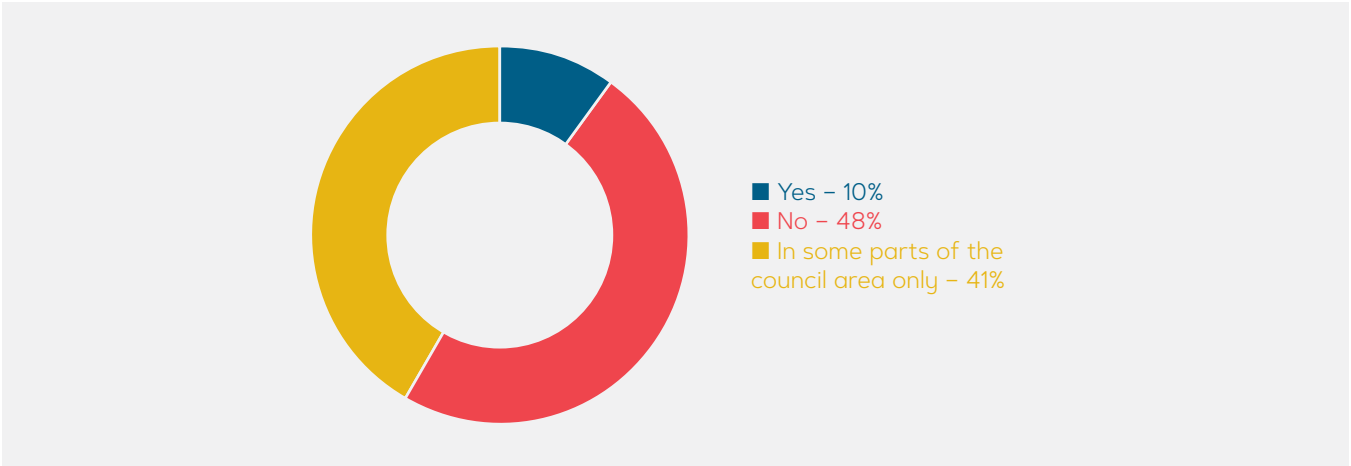


Respondents could indicate how important possible pool features were to them. Their level of importance was captured on a 5-point scale by asking them where they fall on the scale range. This was then calculated into a rank where the lower the rank the higher the importance of that feature was.

The most important pool features is a pool being open year-round, a pool with easy accessibility for seniors and people with special needs, and good selection of food and drinks options. Other important features were splash play areas, picnic areas, an enclosed pool, locker rooms and a therapy pool.

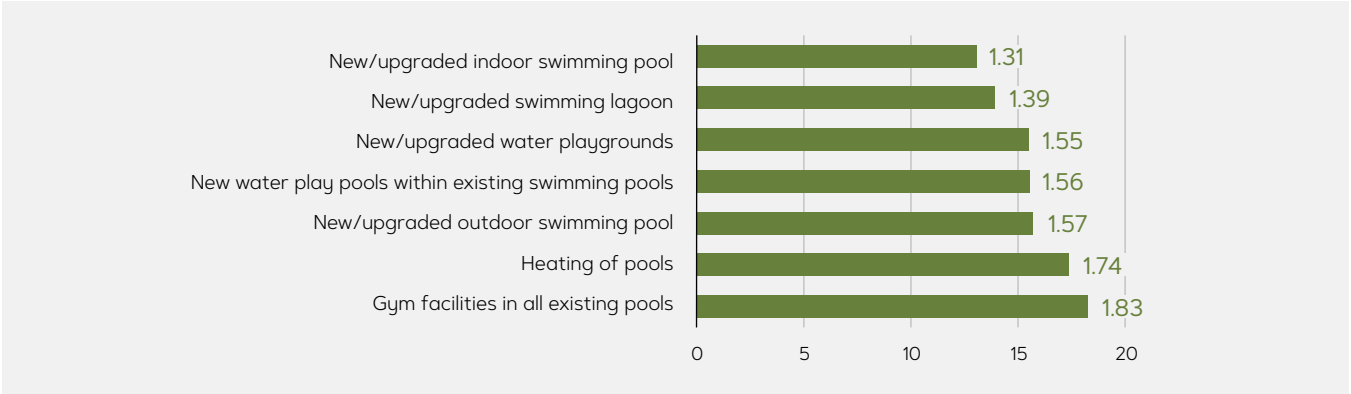
Less important features were BBQs, water slides, an inflatable obstacle course, gym facilities or diving boards.

Figure 14: Do you believe there is currently an adequate number of swim centre/s or water playground facilities available?



Only 10% of the respondents believe there are and an adequate number of swim centres or water playground facilities available, 41% believe there is an adequate number in some parts of the council area and 48% believe the number is not adequate.

Figure 15: What would be your top two swim centre or water playground projects that you would like funded over the next ten years?



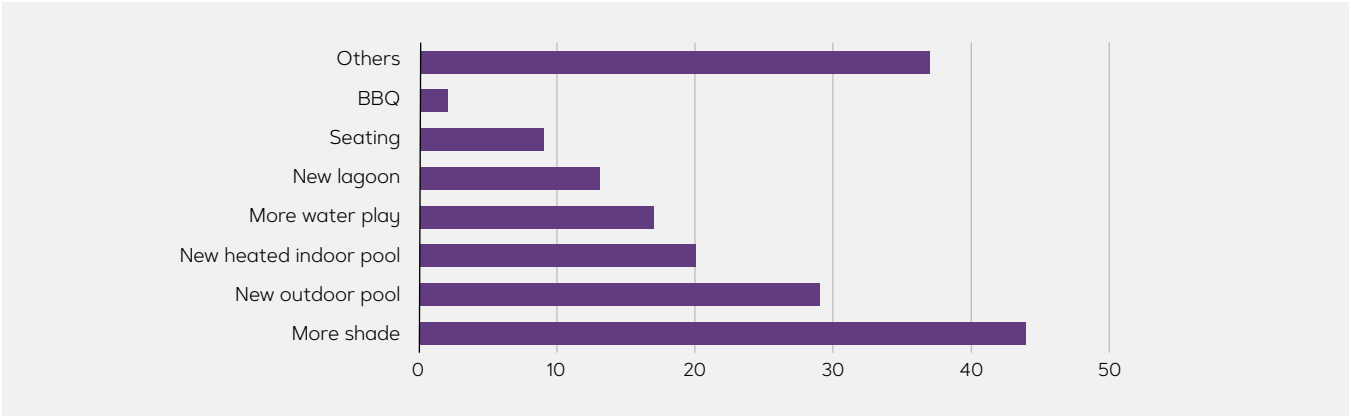
Respondents could choose their two highest priority projects from a range of potential projects. The chosen projects were ranked, with lower scores indicating more respondents chose the project as a higher priority.

The two highest-ranked projects are a new or upgraded indoor swimming pool and a new or upgraded swimming lagoon.

Other high priority projects were new or upgraded water playgrounds, new water play pools within existing swimming pools, and a new or upgraded outdoor swimming pool.

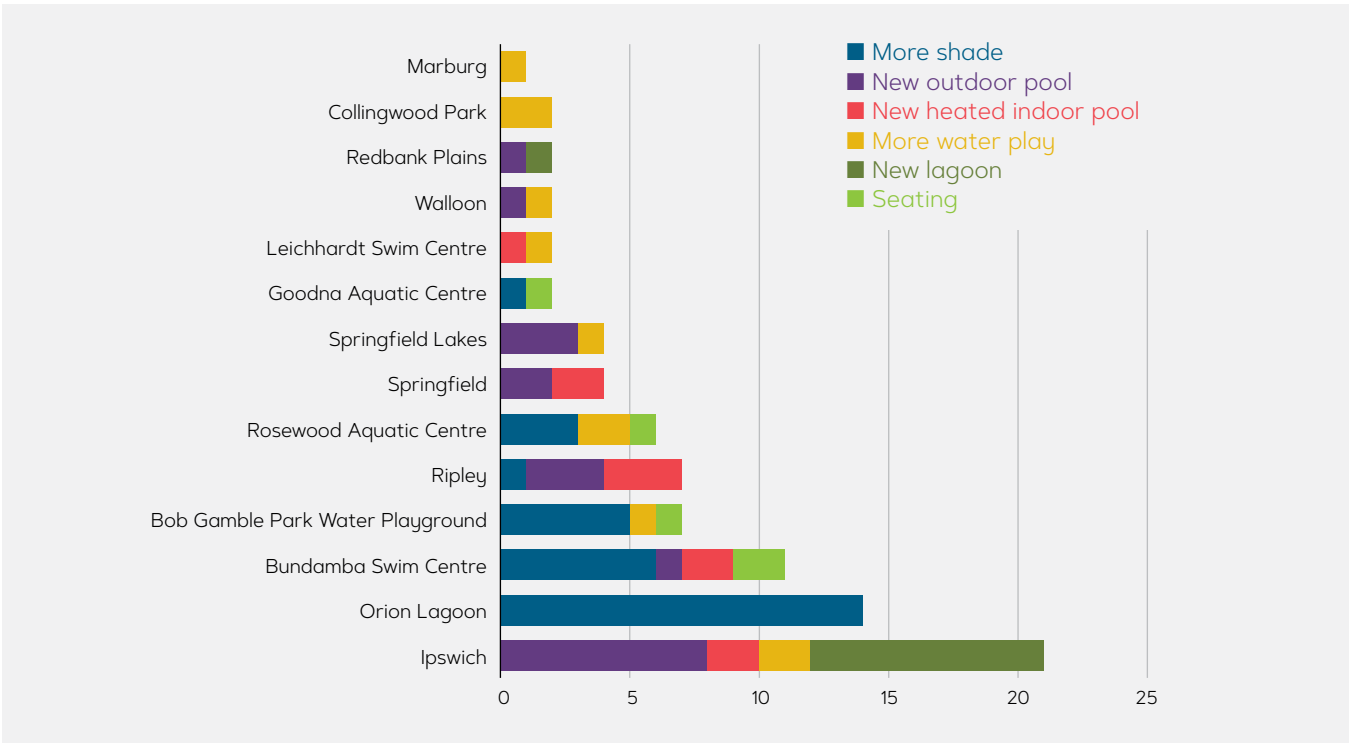
Of lower priority was heating of pools and gym facilities in all existing pools.

Figure 16: How could we improve our swim centres or water playgrounds?



In an open question, respondents could provide comments on improvements. The most requested improvements was more shade (44 comments), other (37 comments), a new outdoor pool (29 comments) and a new indoor heated pool (20 comments). Other requested improvements were more water play (17 comments), a new lagoon (13), seating (9) and more BBQs (2).

Figure 17: Improvement comments by location



A further evaluation of the responses was undertaken based on the location the improvement was requested.

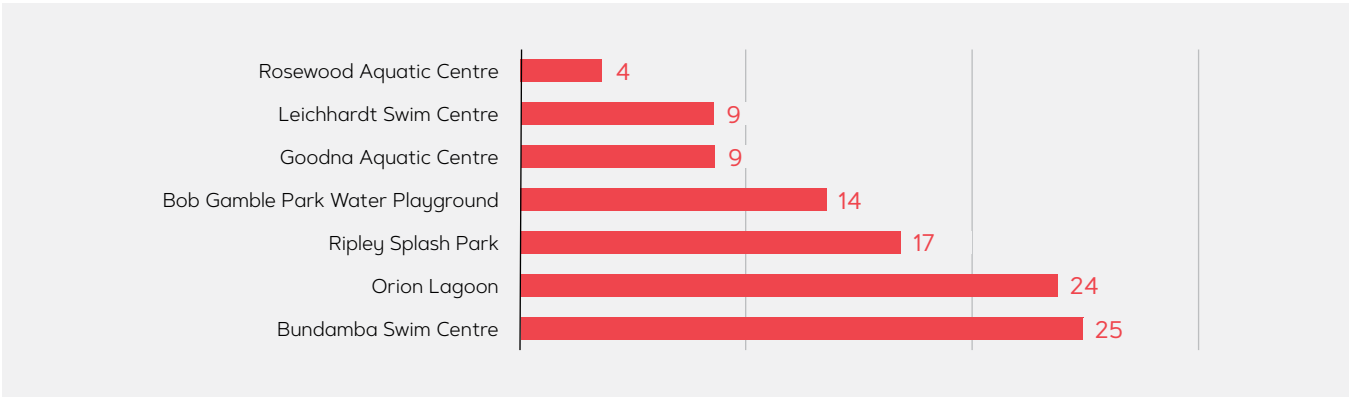
The most improvements requested were for Ipswich, in general for a new outdoor pool (8 responses), a new heated indoor pool (2), more water play (2) and a new lagoon (9). For Orion Lagoon 14 responses were for more shade. For the Bundamba Swim Centre responses were received for more shade (6), a new outdoor pool (1), a new heated indoor pool (2) and more seating (2).

For the Bob Gamble Park water playground, there were five requests for more shade, and one or more water play and more seating. At the Ripley Splash Park there was one request for more shade.

The Rosewood Aquatic Centre had three requests for more shade, two for more water play and one for more seating. A new outdoor pool (2) or new indoor pool (2) were requested for Springfield.

Other responses received were for a new outdoor pool (3) and more water play (1) for Springfield; more shade (1) and seating (1) for the Goodna Aquatic Centre; a new heated indoor pool (1) and more water play (1) for the Leichhardt Swim Centre; a new outdoor pool (1) and water play for Walloon; a new outdoor pool (1) and lagoon (1) for Redbank Plains; more water play (2) for Collingwood Park and Marburg (1).

Figure 18: Which swim centre/s or water playground do you visit?

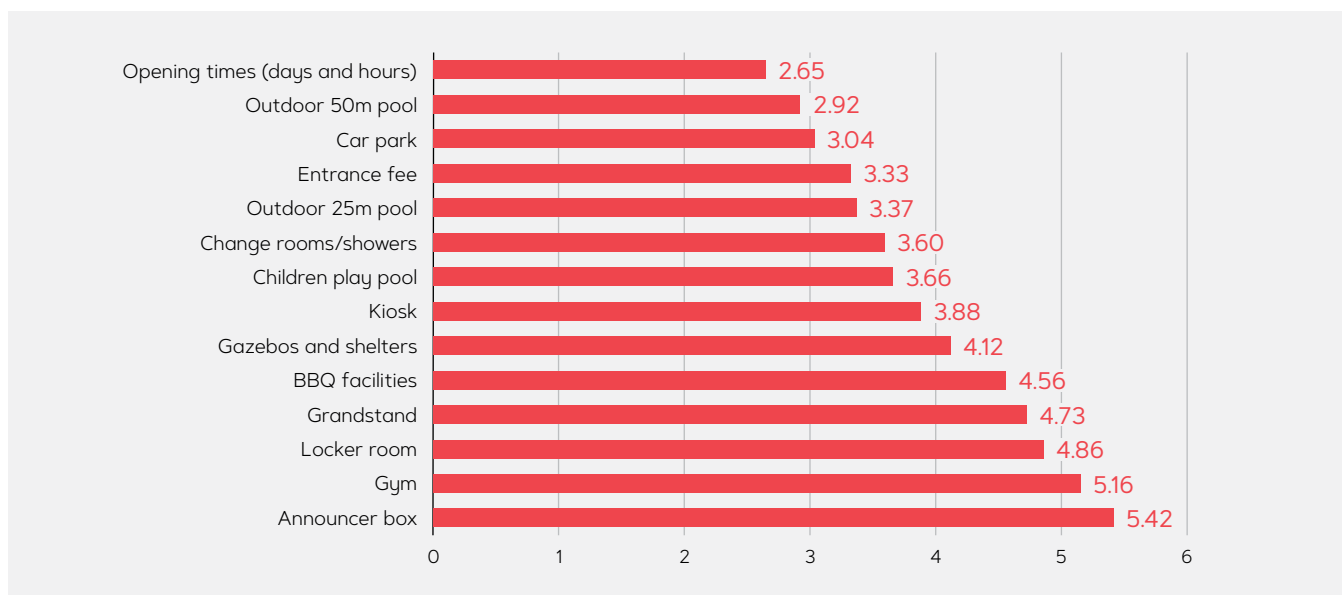


In the responses multiple answers could be recorded. In total, 25 respondents visit the Bundamba Swim Center, 24 Orion Lagoon, 17 the Ripley Splash Park, 14 Bob Gamble Water Playground, nine each for the Goodna Aquatic Centre or Leichhardt Swim Centre and four for the Rosewood Aquatic Center.

SPECIFIC QUESTIONS

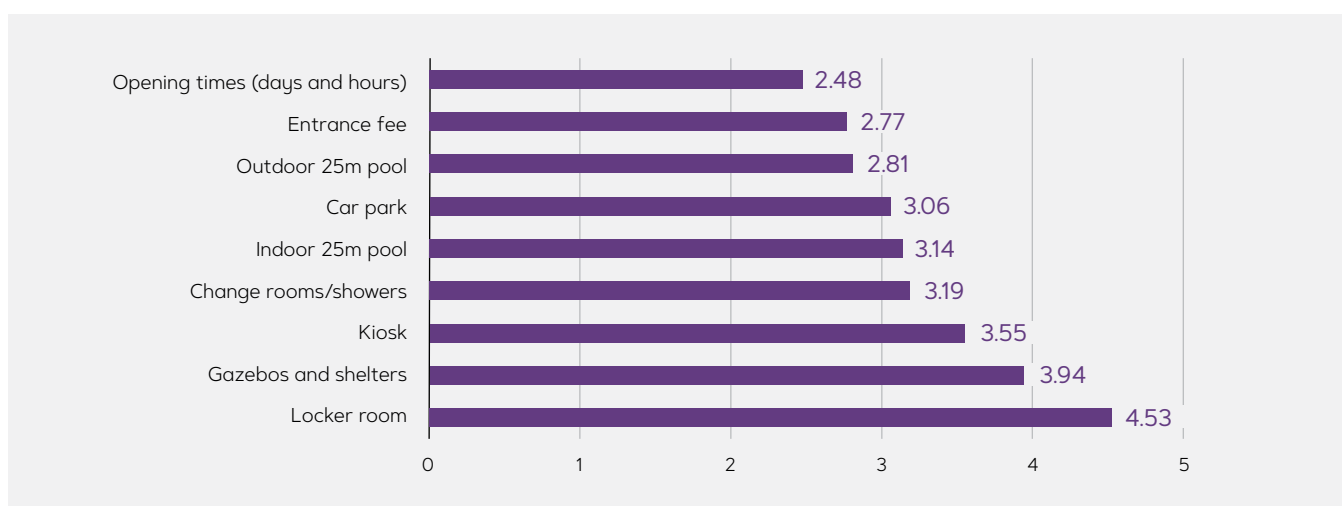
Respondents could indicate how satisfied they were with pool features in the aquatic facility they are visiting. Their level of satisfaction was captured on a 5-point scale by asking them where they fall on the scale range. This was then calculated into a score where the lower the score the higher the agreement was.

Figure 19: Please tell us how satisfied you feel regarding the following features at Bundamba Swim Centre



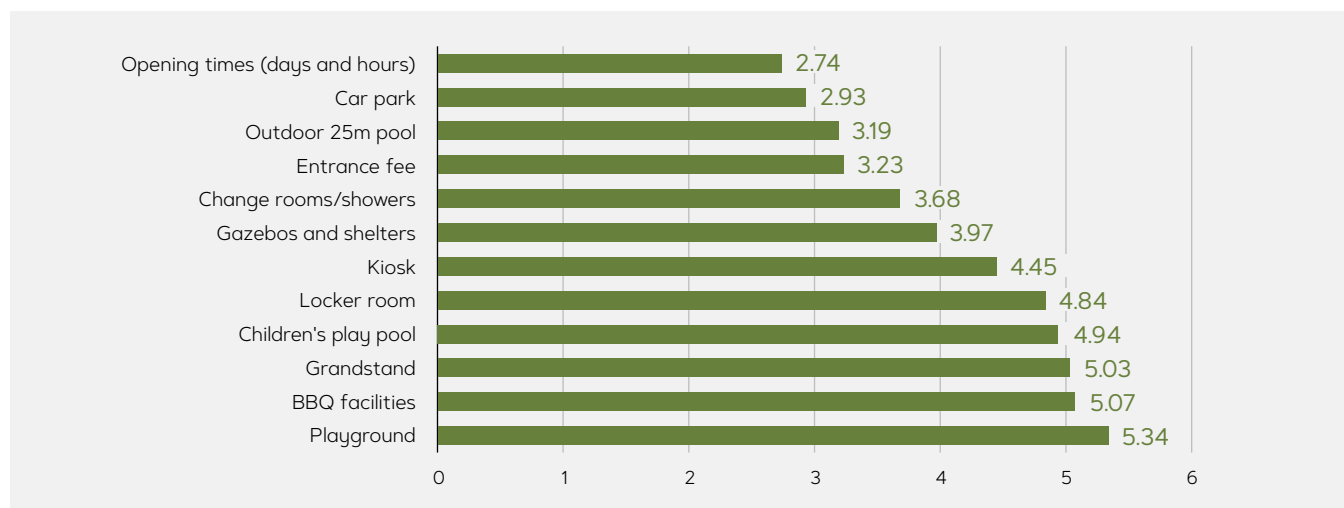
At the Bundamba Swim Centre respondents were most satisfied with opening times, outdoor 50 m pool, car park, entrance fee and 25m outdoor pool. Other satisfactory features were the change rooms and showers, the children play pool, kiosk, gazebos and shelters and BBQ facilities. To a lesser degree patrons were satisfied with the grandstand, locker room, gym and announcer box.

Figure 20: Please tell us how satisfied you feel regarding the following features at Goodna Aquatic Centre



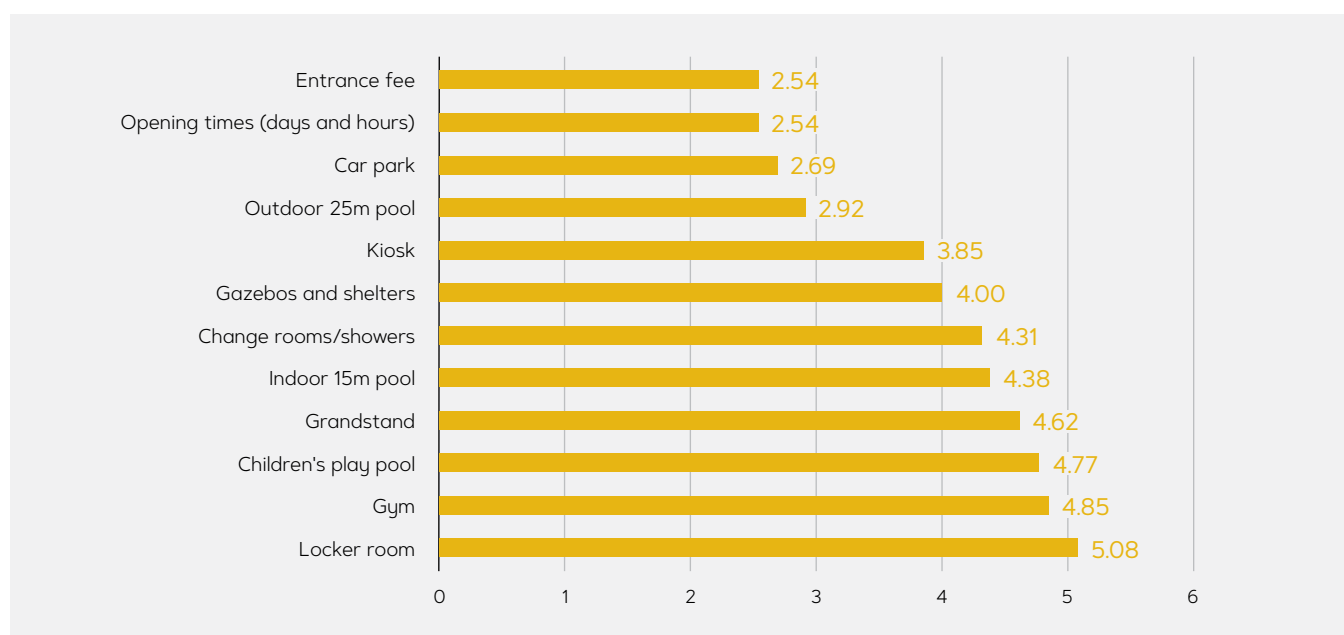
Respondents were most satisfied with the opening times, entrance fee, outdoor pool and car park at the Goodna Aquatic Centre. They were also satisfied with the indoor 25m pool, the change rooms and showers and the kiosk. Respondents were less satisfied with the gazebos and shelters and locker room.

Figure 21: Please tell us how satisfied you feel regarding the following features at the Leichhardt Swim Centre



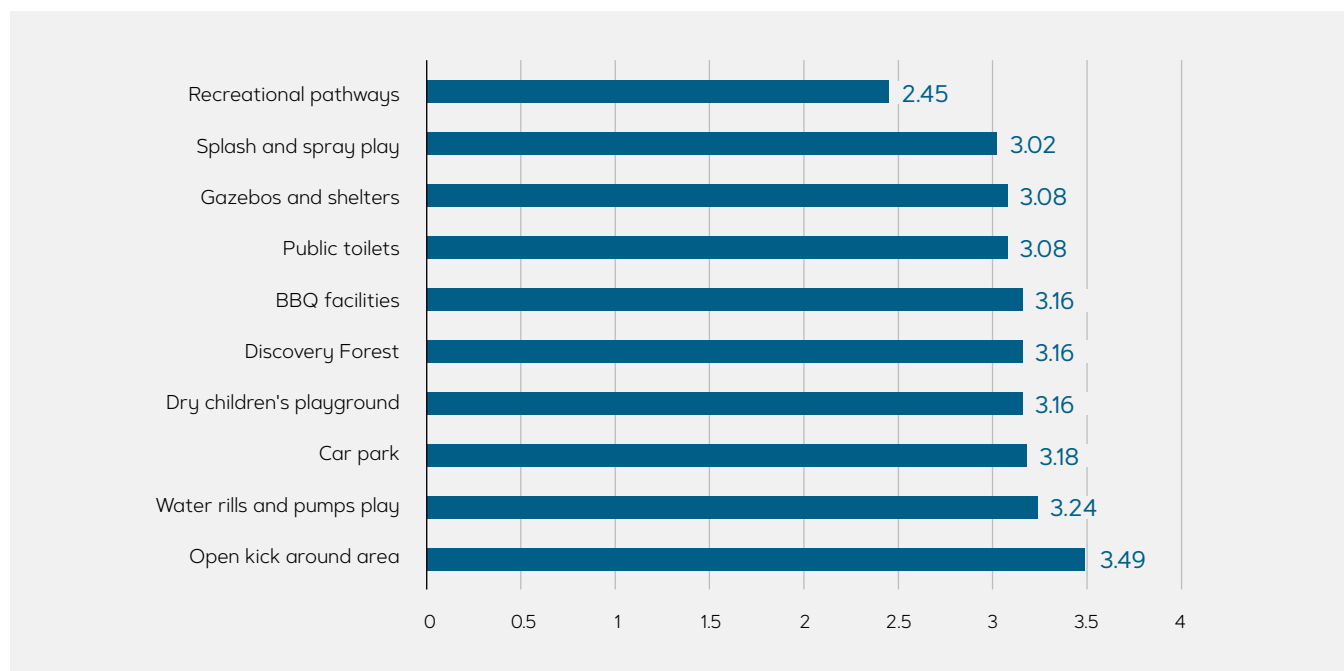
Respondents were most satisfied with the opening times, car park, outdoor 25m pool and entrance fee at the Leichhardt Swim Centre. They were also satisfied with the change rooms and showers, Gazebos and shelters, kiosk, and locker room. Respondents were less satisfied with the children's play pool, grandstand, BBQ facilities and playground.

Figure 22: Please tell us how satisfied you feel regarding the following features at Rosewood Aquatic Centre



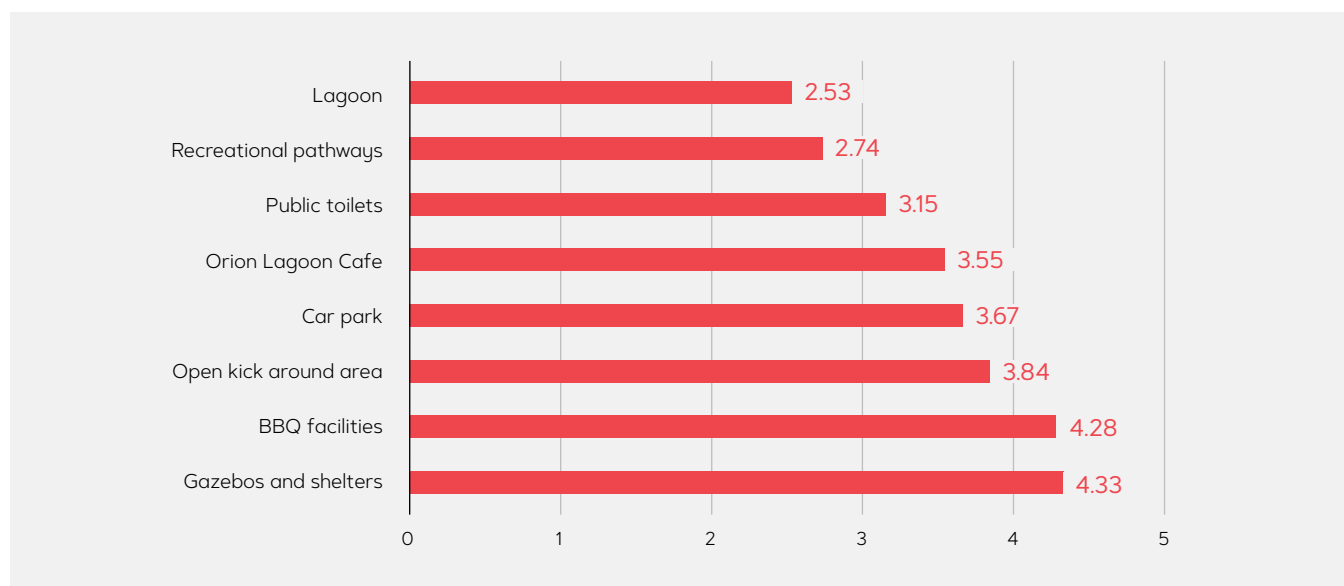
Respondents were most satisfied with the entrance fee, opening times, car park and outdoor 25m pool and at the Rosewood Aquatic Centre. They were also satisfied with the kiosk, gazebos and shelters, change rooms and showers, and indoor 15m pool. Respondents were less satisfied with the grandstand, children's play pool, gym and locker room.

Figure 23: Please tell us how satisfied you feel regarding the following features at Bob Gamble Park Water Playground



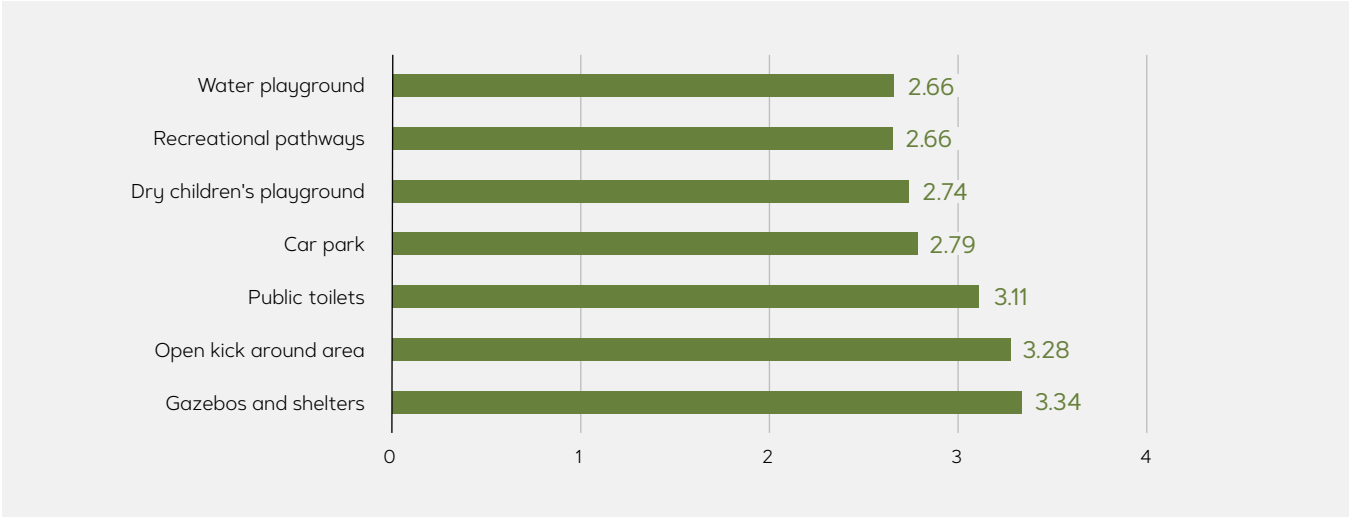
Respondents were most satisfied with the recreational pathways, splash and spray play area, gazebos and shelters and public toilets. They were also satisfied with the BBQ facilities, Discovery Forest, dry children's playground, car park and the water rills and pumps play. Respondents were less satisfied with the open kick-around area.

Figure 24: Please tell us how satisfied you feel regarding the following features at Orion Lagoon



Respondents were most satisfied with the lagoon, recreational pathways and public toilets. They were also satisfied with the Orion Lagoon café car park and open kick-around area. Respondents were less satisfied with the BBQ facilities and gazebos and shelters.

Figure 25: Please tell us how satisfied you feel regarding the following features at Ripley Splash Park



Respondents were most satisfied with the water playground, recreational pathways and dry children's playground. They were also satisfied with the car park, public toilets and open kick-around area. Respondents were less satisfied with the gazebos and shelters.



Participants provided comments in the open section. A summary of the participant feedback on the identified themes is below.

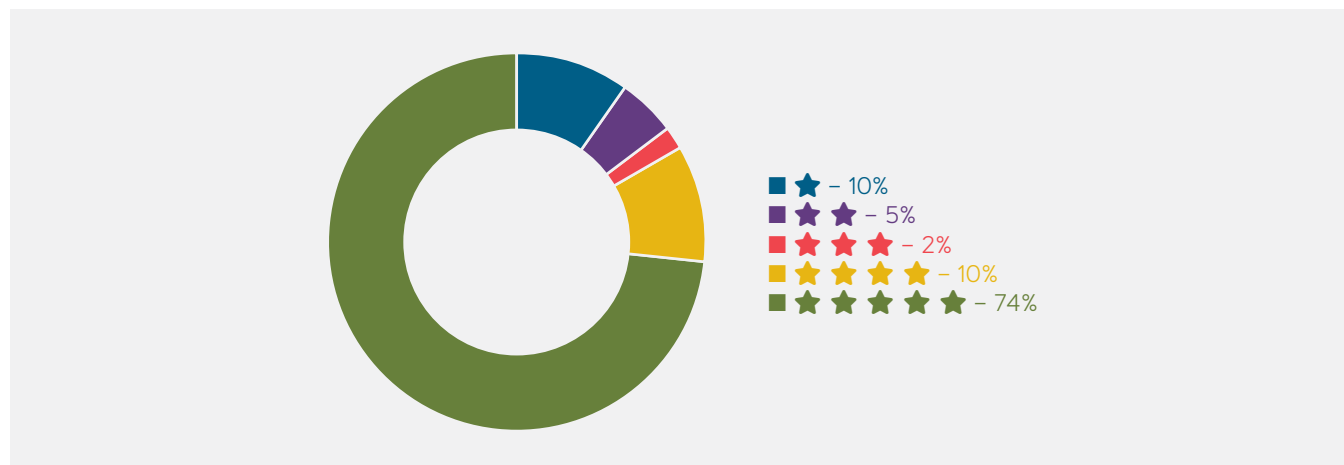
STRATEGIC THEME	FREQUENTLY EMERGING THEMES	EXAMPLES OF COMMUNITY SENTIMENT
VIBRANT AND GROWING	New indoor and outdoor aquatic facilities	'Ensure plenty of lanes for lap swimming away from kids playing. Have indoor pool facilities (to limit sun exposure for people with high skin cancer risk). Heating for winter Central/easy access locations.' 'Give Ipswich a proper lagoon like Springfield. Limestone park would be the perfect location. We don't have anything like it. Stop giving Springfield all the good stuff.' 'We need an indoor swimming facility like Chandler Aquatic Centre.' 'A pool/lagoon at Limestone Park!' 'Not enough swim centres for lap swimming all year round.' 'An indoor aquatic centre, hydrotherapy pool would be a must.' 'There needs to be a pool for the Yamanto/Deebling Heights/Ripley area.'
ACTIVE PLACES AND SPACES	Aquatic facilities for play and fun activities	'Ripley water park is only jets of water coming out of poles.' 'It would be nice to have a proper large waterpark that caters to all ages in Ipswich due to the growth of population and venues getting busy on weekends. A paid venue with slides, attractions, and various size pools.' 'Bigger kids' area, bigger splash pad. More undercover grassed areas.' 'More children's water play.' 'More sensory play/ different levels like River Heart. An example of a good design to consider is the water play on the strand in Townsville.' 'If building more splash and play – spread out the water park area. Eg Ripley splash and play is small but its best point is that there is a baby section and an older child section. If there was no wood chip, it would be perfect.' 'Water slides, make a centre like Amazons that could be enjoyed by children and castles.' 'I feel there is a real gap for children aged 5–12 years other than learning to swim. They have a great pool in Toowoomba with water slides and fun for all ages. Could we replicate this in our Ipswich Pools.'

STRATEGIC THEME	FREQUENTLY EMERGING THEMES	EXAMPLES OF COMMUNITY SENTIMENT
SAFE, INCLUSIVE AND CREATIVE	Protection from sun exposure	'Have the indoor lap pool (6 lanes) and a shadow pool for activities programs in the providence estate south Ripley to be closer as there no closer as all are outdoor risk cancers and heat.' 'More shade at water playgrounds.' 'More shade for Orion. It is too cramped in summer in the water, so maybe extend the size of it also so there are some undercover swim areas there. My daughter has very fair skin but loves to swim.' 'More shade over the play areas for safer sun play.' 'More shade needed for the outdoor splash and play centers.' 'You don't provide enough sun shade over the pools yet we're are the highest ranked state for skin cancer. Shade sails or shed canopy's should be completely built over the top of all main pools for shade and cancer prevention. Pools could be better utilised more often in all weather events. Too many people in Ipswich won't use the pools because it's too hot in the sun. Build us an indoor facility that can be used all year round with diving facilities. Additionally the hours held by the pool are archaic – summer hours should be 4am til 8/9pm Monday to Friday with sat and sun 6pm to 6pm. Winter hours also need to be longer. As for these outdoor playground water play areas – you build them with no shade! You also need to start considering the huge growth we have had – these smaller 25m pools don't provide the space we need.'
SAFE, INCLUSIVE AND CREATIVE	Aquatic facilities for mature or disabled visitors	'Installing ramps to allow all pools to be used for deep water walking therapy.' 'An indoor aquatic center, next to pcyc would be great as I use a walker it would be very helpful with my physio.' 'Bring more therapy facilities. Hydrotherapy etc.' 'Better disabled facilities eg in the female toilets in Rosewood. Very impressed that the staff were able to organise better egress/ingress of the pools this year.' 'all pools should be made accessible to the water easily even Leichhardt is hard when people struggle with walking and entry to pool is way up the other end.' 'We live at Springfield and currently my disabled son goes to Parkinson to be able to access the pool as so few have adequate change facilities for the disabled.' 'We need more pools with ramps like at Leichhardt pool. There was a lot of money upgrading the Bundamba pool entry. But the pool itself is hard to get in and out of if you are disabled in any way.' 'I use a walker so I can only go to Goodna pool.'

7.4 Phase 2 Engagement Data Summary

During Phase 2, previous survey respondents were asked to comment on the new Bundamba Swim Centre and proposed facilities.

Figure 26: To what extent do you support the option to build a new 25m pool (indoor, heated, all abilities access) at the Bundamba Swim Centre?



74% of respondents gave full support for building a new swim centre. 10% support a 25m indoor pool at the Bundamba Swim Centre and rated it 5 or 4 stars respectively, 2% rated it 3 stars, 5% rate it 2 stars and 10% rate it 1 star.

Council also asked the community what it could do to improve the plan. A summary of the participant feedback for Phase 2 engagement is shown below.

SECTION OF PLAN	FREQUENTLY EMERGING THEMES	EXAMPLES OF COMMUNITY SENTIMENT
Theme 2 – Active places and spaces	- Program capacity - Include kids area	'With an indoor heated pool, my family can continue doing water exercise during the winter.' 'I'm a Bundamba resident who drives to Sandgate Aquatic Centre as my child likes their indoor pool. I would love to see one built at Bundamba swim centre.'
Theme 3 – Safe, Inclusive and Creative	- Disability access - Sun safety	'I would most definitely support the project. Swimming pools are often vital for exercise when other options are not available (due to injury).' 'Really need this pool with ramp access for deep water walking due to back injury. Cant wait for it to be built, especially indoor facility. I would be there every day! Please go ahead with it as soon as possible.' 'I'm prone to skin cancer. So it is a must for me.'
Other feedback		'I'm not sure if it's the best location, a super hub like Springfield would be better, but Bundamba is certainly better than nothing. Anything to support inclusive delivery of aquatic services.'





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